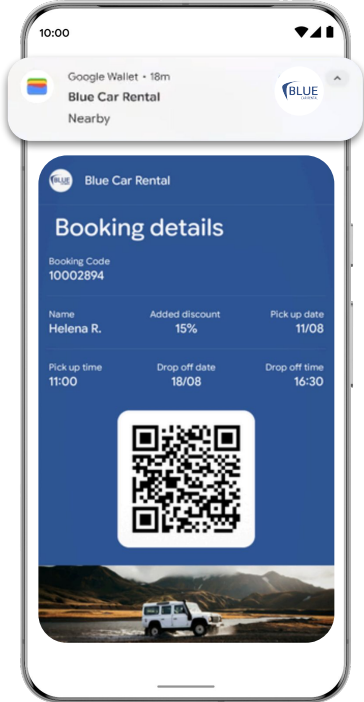


# Blue Car Rental Streamlines Check-in Time with Google Wallet



## The Partnership:

The Iceland's local car rental company, Blue Car Rental (est. 2010), has teamed up with PassEntry, the digital wallet pass platform, to implement a complete end-to-end digital experience.

## The Challenge:

Bottlenecks caused by manual ID checks, data entry, and agreement processing led to long customer queues and reduced satisfaction. At peak times, their check-in averaged 25 minutes, creating an urgent need for a faster solution.

## The Goals:

Their mission is to deliver a fully digital, seamless pickup process, cutting down check-in times with automation and pre-verification while eliminating paperwork to boost customer satisfaction and efficiency.

## The Solution:

PassEntry introduced a fully digital QR pass securely stored in Google Wallet, enabling customers to pre-check-in online and instantly verify on arrival via a QR scan.

## The Results:

By digitising its rental process, Blue Car Rental cut check-in times dramatically while boosting efficiency and customer satisfaction.

Seamless mobile wallet and booking system integration eliminated queues and friction, while the nearby notification feature saved costs by preventing car damage.

97%

Average wait time reduced from 25 minutes to 60 seconds

100%

Reduction in off-road damage via geo-fenced notifications

Gísli Örn Gíslason

Programmer, Blue Car Rental

*“PassEntry’s digital pass and geofence system has transformed our fleet protection. Instant Google Wallet check-in and real-time geofence alerts keep drivers away from dangerous off-road areas. We previously lost two to three cars a year; in 2025, we lost none, a full 100% reduction in damage.”*